

Our station, KEGK-FM, was re-launched with a power upgrade in March 2003. Since our inception, we have taken the mission of community involvement as one of the cornerstones of our station. We do it not for publicity or for legal reasons, but because it is the right thing to do. The air waves belong to the community. As broadcasters, we owe a debt to those communities for allowing us to use their resources. We participate in Amber Alerts, EAS, Severe Weather, local emergencies...the basics of good broadcasting. We air 30 local newscasts per week during the morning show. However, The New Eagle 106.9 goes further...we have a strong commitment to our local Humane Society. We underwrite and support all of their local events and include a "Pet of the Week" feature. We are the media sponsor for CROP Walk...a fund-raising project involving 27 area churches. We have just launched discussions with Habitat for Humanity, offering our assistance in any way, be it as a media sponsor, fund-raising or just getting the word out to the community. Like politics, all broadcasting is local. To be a good broadcaster means being a good neighbor. From Make-A-Wish Foundation to Boy Scout pancake breakfast, our station and staff are there. Not because we have to, but because it is the right thing to do.

Tim Murphy

Program Director

KEGK-FM

The New eagle 106.9

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